**1. Data**

*40*

*10*

**4. Score**

**Subscriber Servers**

*20*

*50*

**2. Key**

**Data Mining System Hub**

**3. Append**

**Data Depositories**

*30*

# FIG. 1

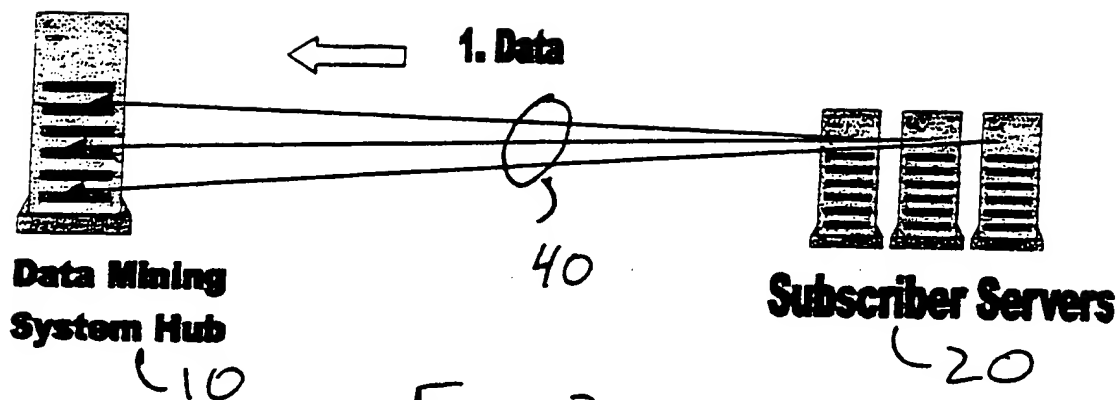1. Data

Data Mining
System Hub
⌐10

40

Subscriber Servers
⌐20

FIG. 2

```
Data Field Names
Customer Name
Customer Age
Customer Address
Customer e-mail address
```

```
Subscriber Server Data
Joe%Blow,
34,
21%Main%Street,Alameda,CA,94502,
jblow@hotmail.com
```

FIG. 3

Data Mining
System Hub

2. Key

50

Data Depositories

30
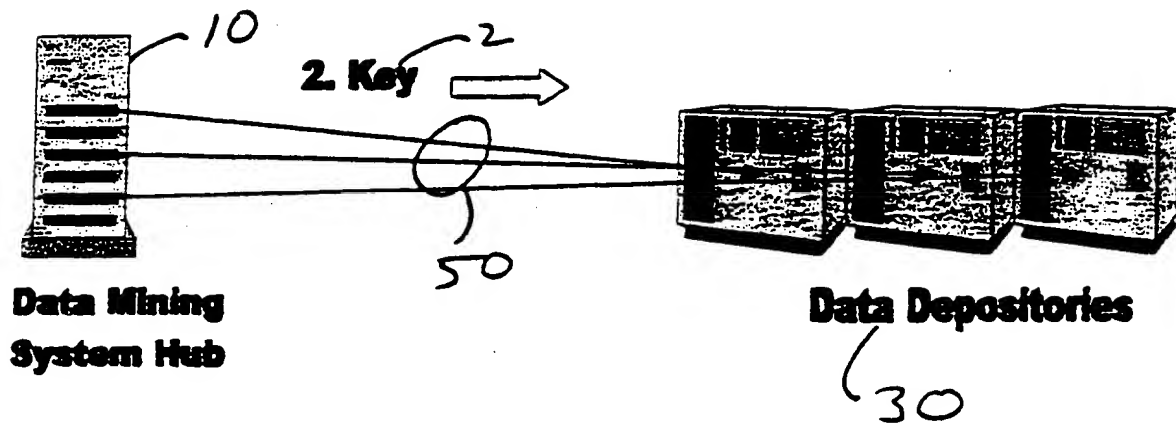
FIG. 4

**Key Field Names**
Customer Address
Customer e-mail address

2

**Key Data**
21⅜Main⅜Street,Alameda,CA,94502,
jblow@hotmail.com

F<sub>IG.</sub> 5
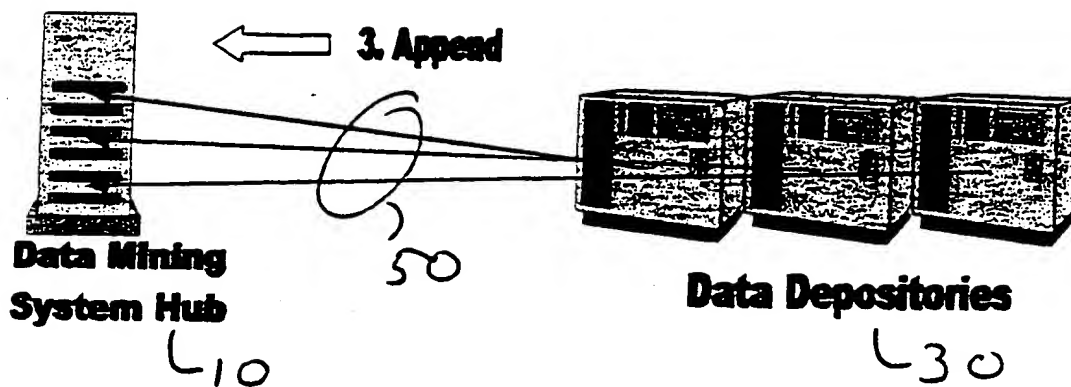
3. Append

Data Mining
System Hub
└10

50

Data Depositories
└30

FIG. 6

Information Append Field Names
Customer e-mail address
Household Income
Type of Auto
Interest Category Code

Data Appended Information
jblow@hotmail.com,
120,000,
SUV,
Investment&Websites

**FIG. 7**

_40_

**Data Mining
System Hub**
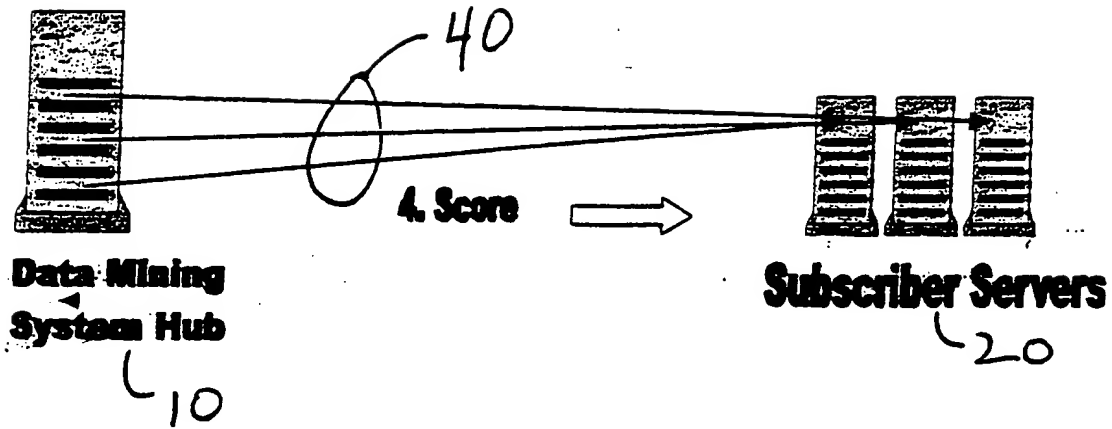_10_

4. Score

**Subscriber Servers**
_20_

$F_{\mathcal{I}}G.$ 8

**Scores Field Names**
Customer e-mail address
Propensity to Purchase Score
IF/THEN Rule
Cluster ID

**Score Data**
jblow@hotmail.com,
72%,
IF Age 34 AND SUV THEN Product XYZ 76%, HighS

FIG. 9